

What is claimed is:

1. A liquid crystal display device comprising: -
 a lower substrate and an upper substrate
 5 confronting each other;
 a counter electrode formed on the lower substrate;
 a pixel electrode formed on the counter electrode
 with an insulating layer interposed;
 a lower polarizing plate and an upper polarizing
 10 plate attached on respective outer sides of the lower
 and the upper substrates;
 a gate bus line; and
 a data bus line,
 wherein a rubbing direction of the lower substrate
 15 corresponds with a direction of noise field formed
between the data bus line and the pixel electrode or
the counter electrode and between the gate bus line
and the pixel electrode or the counter electrode.

20 2. The liquid crystal display device according to
 claim 1, wherein the counter electrode has a shape of
 box made of a first ITO and the pixel electrode is
 formed by patterning a second ITO to have a shape of
 clamp in one sub-pixel or to alternatively have a

slant line (/) shape and an inverse-slant line (\) shape by sub-pixels, thereby having FFS mode.

3. The liquid crystal display device according to claim 1, wherein the counter electrode and the pixel electrode are made of opaque metal and the counter electrode and the pixel electrode are respectively patterned to have a shape of clamp in one sub-pixel or to alternatively have a slant line (/) shape and an inverse-slant line (\) shape by sub-pixels, thereby having IPS mode.

4. The liquid crystal display device according to claim 1, wherein the rubbing direction of the lower substrate is parallel to the gate bus line, and the noise field is formed between the data bus line and the counter electrode or between the data bus line and the pixel electrode and therefore, black matrix of the upper substrate is narrowly formed on the data bus line.

5. The liquid crystal display device according to claim 1, wherein the rubbing direction of the lower substrate is parallel to the gate bus line and there

is no black matrix of the upper substrate.

6. The liquid crystal display device according to claim 4, wherein the black matrix of the upper substrate has a width the same as or smaller than the distance between the counter electrodes, formed with the data bus line interposed.

7. The liquid crystal display device according to claim 6, wherein the black matrix of the upper substrate has a width of less than $6\mu\text{m}$.

8. The liquid crystal display device according to claim 1, wherein the rubbing direction of the lower substrate is perpendicular to the gate bus line, and the noise field is formed between the gate bus line and the counter electrode or between the gate bus line and the pixel electrode and therefore, black matrix of the upper substrate is formed on the gate bus line to have a width the same as or smaller than that of the gate bus line.

9. The liquid crystal display device according to claim 1, wherein the rubbing direction of the lower

substrate is perpendicular to the gate bus line and there is no black of the upper substrate.

10. The liquid crystal display device according to
5 claim 1, wherein the upper substrate has a rubbing direction anti-parallel or parallel to that of the lower substrate.

11. The liquid crystal display device according to
10 claim 1, wherein the lower polarizing plate has a polarizer axis corresponding with the rubbing direction of the lower substrate.

12. The liquid crystal display device according to
15 claim 1, wherein the upper polarizing plate has an analyzer axis perpendicular to the rubbing direction of the lower substrate.